

safefood Brand Guidelines

The **safefood** design guidelines specify the following:

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Compliance with the guidelines is mandatory.
If you have any queries, contact **safefood**'s
Marketing and Communications department.

Artwork for the logos and fixed elements is provided.

Logo

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Logo mark

The logo mark comprises of a symbol and type. The relationship between these two elements is fixed and shown below. Specific colours apply and are detailed on page 11. Master artwork for the logo is supplied on the CD.



This version of the logo with the tagline underneath is for TV end frame ONLY. See page 20 for example



Symbol

The **safe**food tick symbol may be used as an integral design feature or as a support graphic. It must be reproduced in the main corporate colours, as a transparency or any of the technical publications colours within technical publications. The tick symbol must never replace the main logo mark.



Clear zone

The clear zone is the area surrounding the logo mark that must be kept free of other graphic elements. The minimum required clear zone is defined by the measure *af* from the word 'safe' in the **safe food** logo as shown.



Minimum size

To ensure the logo mark is clearly executed a minimum size has been specified.



Logo colours

All versions of the logo mark must be reproduced in the corporate colours, black or white. Master artwork is provided for all logo mark colour options. Where colour is restricted and the prescribed colours cannot be used, the logo mark must be printed in the darkest colour available.



PMS 3272
CMYK C100 M0 Y44 K0
RGB R1 G149 B135

PMS 526
CMYK C76 M100 Y7 K0
RGB R71 G0 B116



Black



White

Tagline

This is the **safe**food tagline. It consists of a rectangular band and the tag 'be safe, be healthy, be well'. Master artwork is provided for all tagline colour options. Where colour is restricted and the assigned colours cannot be used, the tagline must be printed in the darkest colour available.

The tagline is displayed in white text on a solid purple rectangular background.

*be **safe** be **healthy** be **well***

Positive
PMS 526
CMYK C76 M100 Y7 K0
RGB R71 G0 B116

The tagline is displayed in purple text on a white rectangular background, which is centered within a larger grey rectangular frame.

*be **safe** be **healthy** be **well***

Negative
PMS 526
CMYK C76 M100 Y7 K0
RGB R71 G0 B116

The tagline is displayed in black text on a white rectangular background, which is centered within a larger grey rectangular frame.

*be **safe** be **healthy** be **well***

Black

The tagline is displayed in white text on a solid black rectangular background.

*be **safe** be **healthy** be **well***

White

Typography

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Profile is the typeface to be used in applications. The typeface must be used in all content such as publications, signs, stationery, forms and promotional items. Advertising and direct marketing applications are exempted from the use of Profile. Profile is available from www.fontshop.com.

For electronic applications such as powerpoint presentations and word documents the typeface Verdana must be used. If Profile is available when producing word documents, this typeface can be used instead of Verdana.

Profile		Verdana
Light	<i>Light italic</i>	Regular
Regular	<i>Regular italic</i>	<i>Italic</i>
Medium	<i>Medium italic</i>	Bold
Bold	<i>Bold italic</i>	Bold Italic

For the **safefood** website verdana, trebuchet, ariel and ariel rounded are the typefaces to be used. Complementary fonts can be selected on a project by project basis for use on facebook content or social network sites only. Typefaces must meet accessibility guidelines and be selected from the standardised default typefaces.

Trebuchet	Arial	Arial Rounded
Regular	Regular	Regular
<i>Italic</i>	<i>Italic</i>	<i>Italic</i>
Bold	Bold	Bold

Minimum size

The minimum typesize is 10pt. Exceptions must be approved in advance by the Marketing and Communications Department.

Typesetting

All **body copy** must be aligned left. A specific typesetting template has been provided for Technical publications. Templates are provided on cd.

Bilingual text

Whenever text is appearing in both Irish and English on the same page it is important to clearly distinguish between the two languages. Typestyle, type weights, or colour can be used to distinguish between the languages. Irish and English text must be typeset in the same type size.

English text typeset in italic
Irish text typeset in regular

English text typeset in bold italic
Irish text typeset in bold

English text typeset in different colour
Irish text typeset in different colour

safefood type treatment

To ensure **safefood** is clearly seen in body copy it must be presented as shown below. The word 'safe' is bold italic, the word 'food' is bold. **safefood** must always appear in this format beginning with a lowercase 's' even at the beginning of a sentence. **safefood** is always presented as one word, with no space between 'safe' and 'food'. The only exception is where this format cannot be achieved such as in web headings and facebook tabs.

safefood

FF Profile bold italic FF Profile bold

9 **safefood** treatment of helpline details

The **safefood** helpline may only be applied when the corporate mark is used also in the material. Artwork is provided for the **safefood** helpline on cd. The helpline must appear on all corporate, scientific, technical and consumer publications.

www.safefood.eu
HELPLINE
NI 0800 085 1683
ROI 1850 40 4567

www.safefood.eu
HELPLINE
NI 0800 085 1683
ROI 1850 40 4567

www.safefood.eu
HELPLINE
NI 0800 085 1683
ROI 1850 40 4567

A two line version can be used when there are restrictions on space.

www.safefood.eu
Helpline: NI 0800 085 1683 ROI 1850 40 4567

www.safefood.eu
Helpline: NI 0800 085 1683 ROI 1850 40 4567

www.safefood.eu
Helpline: NI 0800 085 1683 ROI 1850 40 4567

safefood treatment of contact details

The full address must appear on all scientific and corporate publications. The organisation name must appear with the address details. The Cork address is to be used in all instances. The **safefood** address must be used on all scientific and corporate publications in all three languages.

7 Eastgate Avenue
Eastgate, Little Island
Co. Cork

7 Ascaill an Gheata Thoir
An tOileán Beag
Co. Chorcaí

7 Aistyyett Avenue
Aistyyett, Wee Isle
Co. Cork

Tel: +353 (0)21 230 4100
Fax: +353 (0)21 230 4111
info@safefood.eu
www.safefood.eu

Colours

Corporate colours 11

Technical publication colours 12

The primary corporate colours are the purple and green used in the logo mark.

Pantone Ref.

526

C·M·Y·K Breakdown

76·100·7·0

R·G·B Breakdown

71·0·116

Pantone Ref.

3272

C·M·Y·K Breakdown

100·0·44·0

R·G·B Breakdown

1·149·135

To establish a consistent visual language for the **safe food** brand, there are three central colours in the Primary Palette as shown below. The use of white space is also central to the brand identity as it provides a clean, efficient look and enhances the vibrancy of photos and images.

Primary Palette

Technical Publications

Pantone Ref. 526 C-M-Y-K Breakdown 76·100·7·0 R-G-B Breakdown 71·0·116	Pantone Ref. 687 C-M-Y-K Breakdown 15·52·20·0 R-G-B Breakdown 204·102·153
Pantone Ref. 3272 C-M-Y-K Breakdown 100·0·44·0 R-G-B Breakdown 1·149·135	Pantone Ref. 7451 C-M-Y-K Breakdown 50·30·5·0 R-G-B Breakdown 153·153·204
Pantone Ref. Cl. Grey 11 C-M-Y-K Breakdown 44·34·22·78 R-G-B Breakdown 77·79·83	Pantone Ref. 103 C-M-Y-K Breakdown 0·17·90·20 R-G-B Breakdown 204·153·0

There is also a selection of alternative colours in the Extended Palette as well as specific colours to be used for Technical Publications only.

Extended Palette

Pantone Ref. 2645 C-M-Y-K Breakdown 40·40·20·0 R-G-B Breakdown 152·131·190	Pantone Ref. 5425 C-M-Y-K Breakdown 35·0·0·35 R-G-B Breakdown 108·144·153	Pantone Ref. 2925 C-M-Y-K Breakdown 85·25·0·0 R-G-B Breakdown 42·130·186
Pantone Ref. 3025 C-M-Y-K Breakdown 100·50·40·5 R-G-B Breakdown 4·71·102	Pantone Ref. 3288 C-M-Y-K Breakdown 100·0·57·45 R-G-B Breakdown 10·96·74	Pantone Ref. 375 C-M-Y-K Breakdown 65·0·100·0 R-G-B Breakdown 89·177·36
Pantone Ref. 158 C-M-Y-K Breakdown 0·60·100·0 R-G-B Breakdown 255·102·0	Pantone Ref. 1807 C-M-Y-K Breakdown 100·0·57·45 R-G-B Breakdown 184·0·0	Pantone Ref. 178 C-M-Y-K Breakdown 10·60·50·0 R-G-B Breakdown 219·98·89

Grids

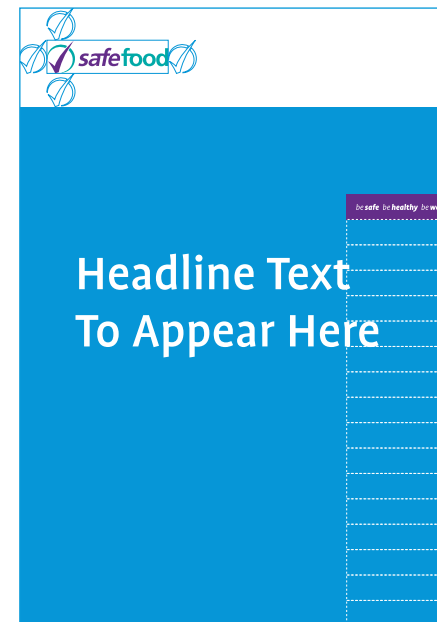
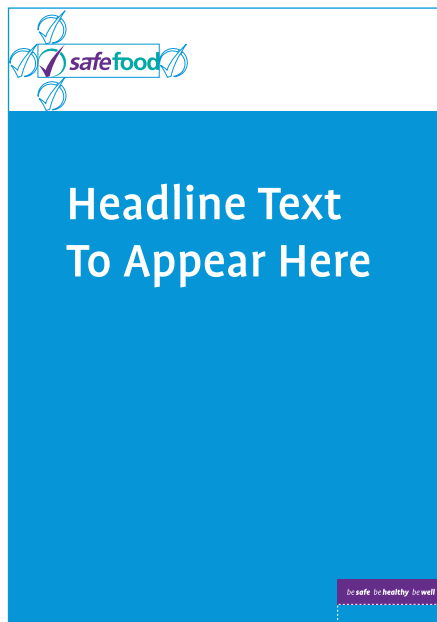
Corporate and consumer grid	14
Technical publications grid	20
Stationery	25

The **safe food** grid applies to all corporate and consumer applications. It consists of a proscribed position for the **safe food** logo and the **safe food** tagline. The **safe food** logo mark is positioned to the top left hand side. The **safe food** tagline is positioned bottom right hand corner and bleeds off the side. The tagline can move up and down the right-hand side only in increments of its own height, however the preferred position is bottom. See examples. Templates are provided.

A unique code will be applied to all publications. This code will be provided by **safe food**. This code should be positioned on the outside back cover or reverse side of a single sheet publication. The **safe food** web address must appear on all applications. It can be a stand-alone element or as part of the helpline. Facebook, Twitter and other points of contact can be added and must appear after the **safe food** web address.



Calculation of the logo mark position.



Logo mark positioned at the top left-hand side. **Tagline** moves up and down in increments of its own height.



Examples of tagline positioned bottom right-hand side.

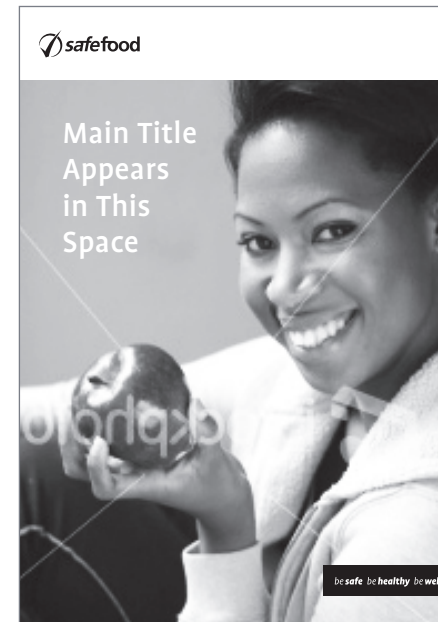


Tagline Flexibility The tagline can move up and down on the right hand side of a document only in increments of its own height. However, the bottom right hand side is the preferred positioning.

Where legibility is an issue, the negative version of the tagline is used. However, the positive version of the tag is the preferred option (tag – purple, tagline – white).



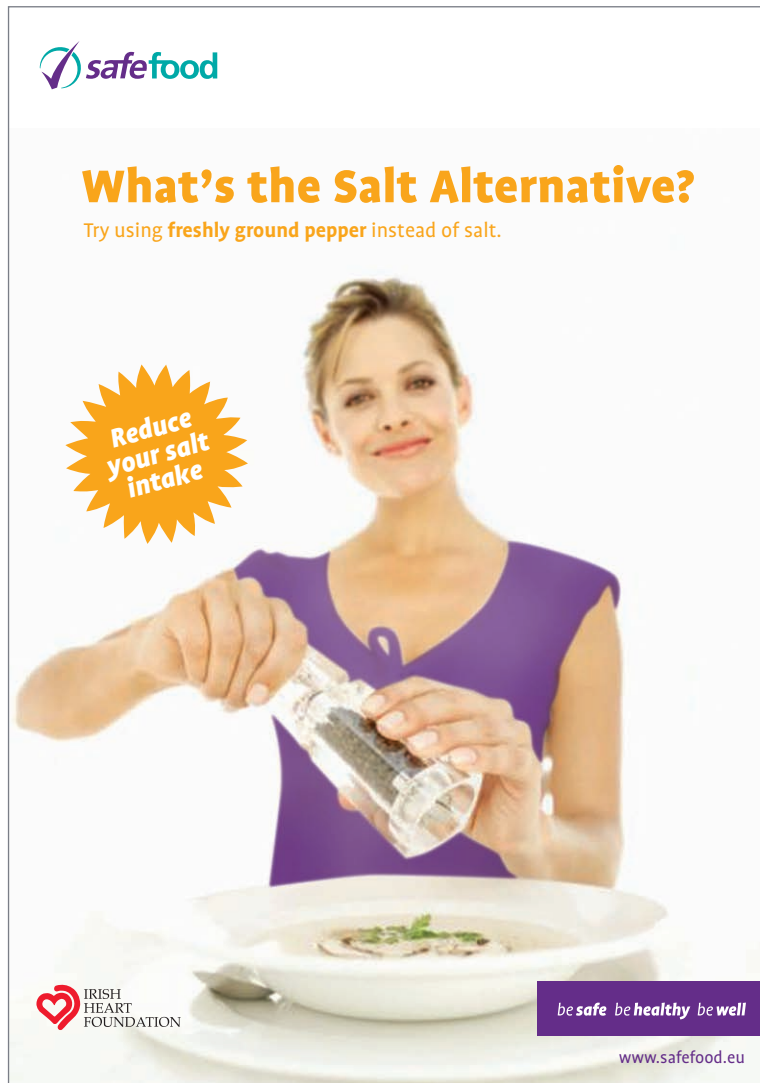
Tagline positioned bottom right-hand side on a duotone.



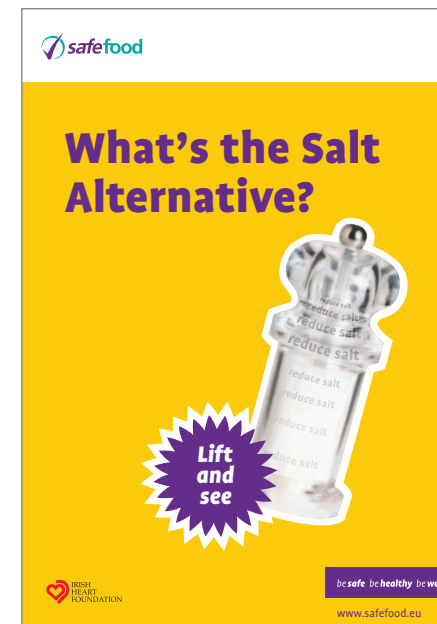
Tagline positioned bottom right-hand side in black and white.



Tagline positioned bottom right-hand side on an illustration.



Poster



Tent Card

Tagline positioned bottom right-hand side on the below-the-line applications. The **safefood** web address must appear on all materials. Where appropriate Facebook and Twitter can be added.

**Poster**

Tagline used bottom right-hand side on advertising.

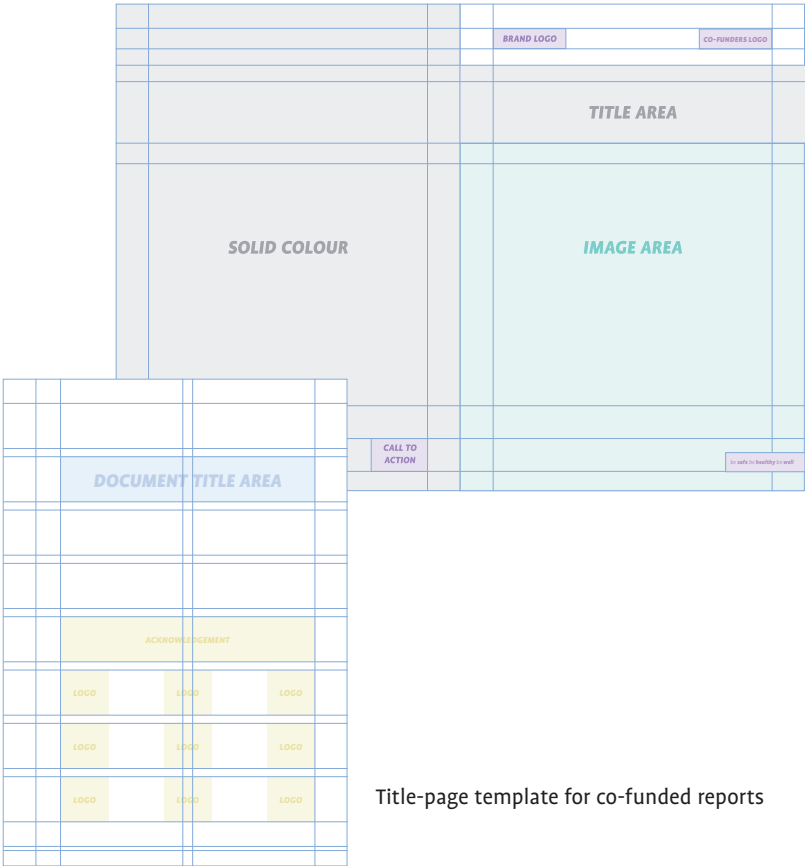
**Advertising TV End Frame**

Above example is an advertising TV end frame. See page 4 for this version of the tagline.

21 Technical Publications grid – Template for co-funded cover

The front cover template of the co-funded A4 document consists of a white bar at the top to hold the **safe food** logo and the co-funder(s) logo. It also consists of a horizontal colour bar which holds the document title and an image both of which bleed off the page left, right and bottom. This bar can be coloured purple, green or grey. The preferred position for the **safe food** tag ('be safe be healthy be well') is the bottom right hand corner but it can move, in increments of its own height, up the right hand side if necessary.

Where there are too many co-funders logos to be placed in the top white bar they can appear on the title page.



Title-page template for co-funded reports



Photography is the preferred option for imagery. Principle imagery is to feature people in real-life environments and scenarios. The colour purple is to be incorporated into the image in a subtle way. The shade of purple and how it is used is to be determined on a project by project basis. It must not appear contrived. The people are to be the main focus. The background is to be soft focus.

Principle illustration is used to manage complex subject matter and where specifically appropriate for the targetted audience. People must be incorporated into the illustration in a primary or secondary capacity.

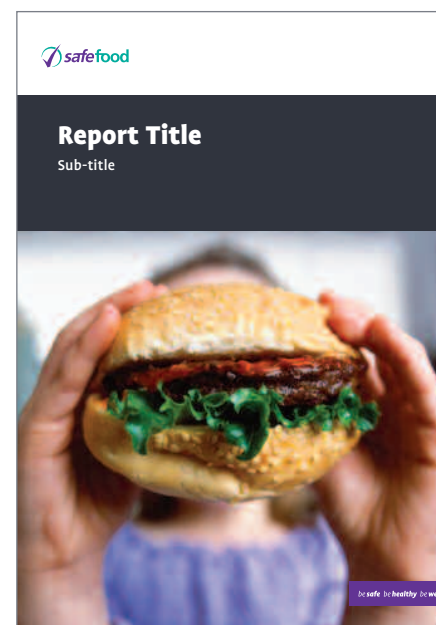
Support imagery is to be contemporary in style and the subject matter should be easily recognised.



Photography
Consumer audience led / Consumer message.



Illustration
Scientific audience led / Non-consumer message



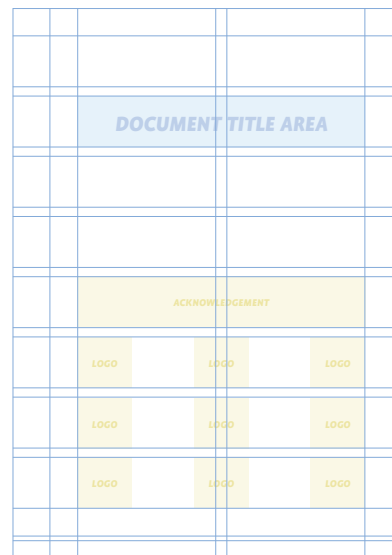
The banner may be used in purple, green or grey.

Technical Publications grid – Template for opening page

Below is an example of the grid that should be applied for the opening page of each A4 document with the title and subtitle positioned above accreditations and logos below.



Title-page template



Title-page template for co-funded reports

On the lower left hand side of the reverse of the title page is the publication date and ISBN number in white text. The background colour corresponds to the colour of the cover banner.



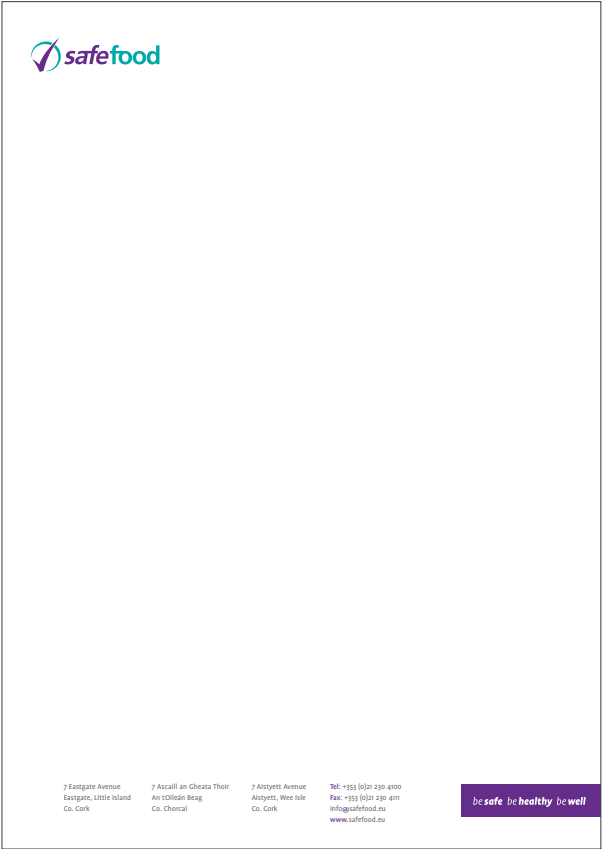
Technical Publications grid – Treatment of graphs and tables

24

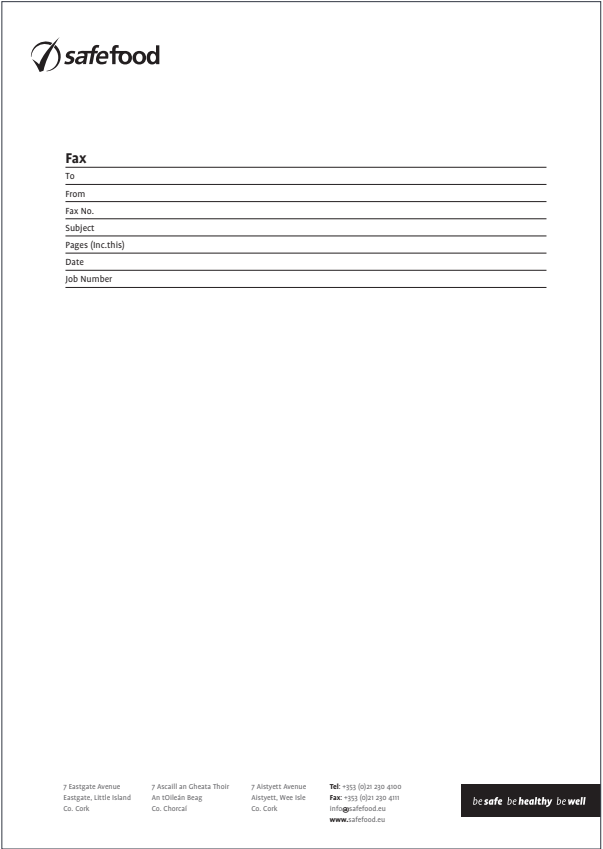
Below is an example of the treatment for graphs and tables; they should be kept clean and simple and should use white space to reinforce the clean, modern look.



Below are examples of the stationery suite



Letterhead

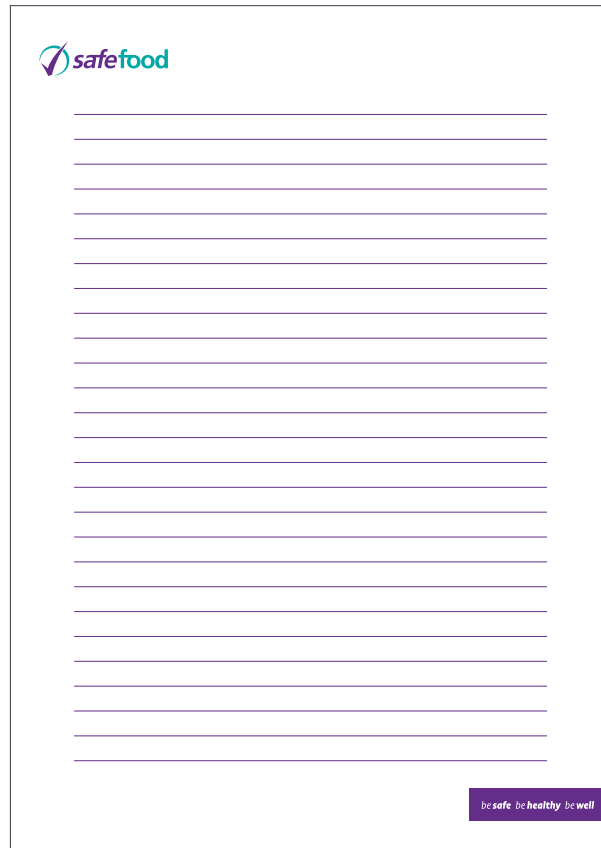


Fax Sheet



Compliment Slip

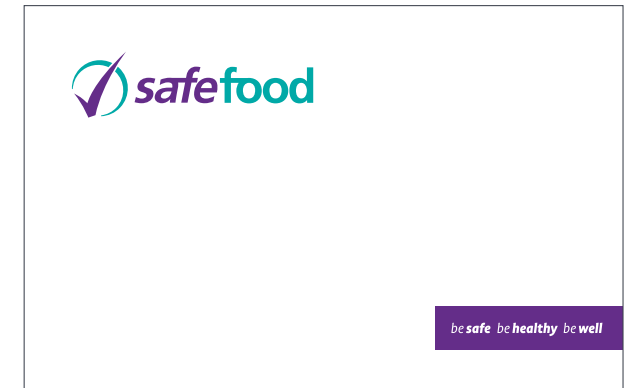
Below are examples of the notepad paper, business card and delegate business card.



Notepad page



Business Card: Front and back



Business Card: Delegate version

Signage

Signage examples 28

When producing signage, where possible the logo mark should appear in the corporate colours and adhere to the clear zone rule. The logo mark may appear in either the top or bottom left hand corner. If the logo mark is appearing on its own it may be centred.



Chrome wall sign



Glass wall sign

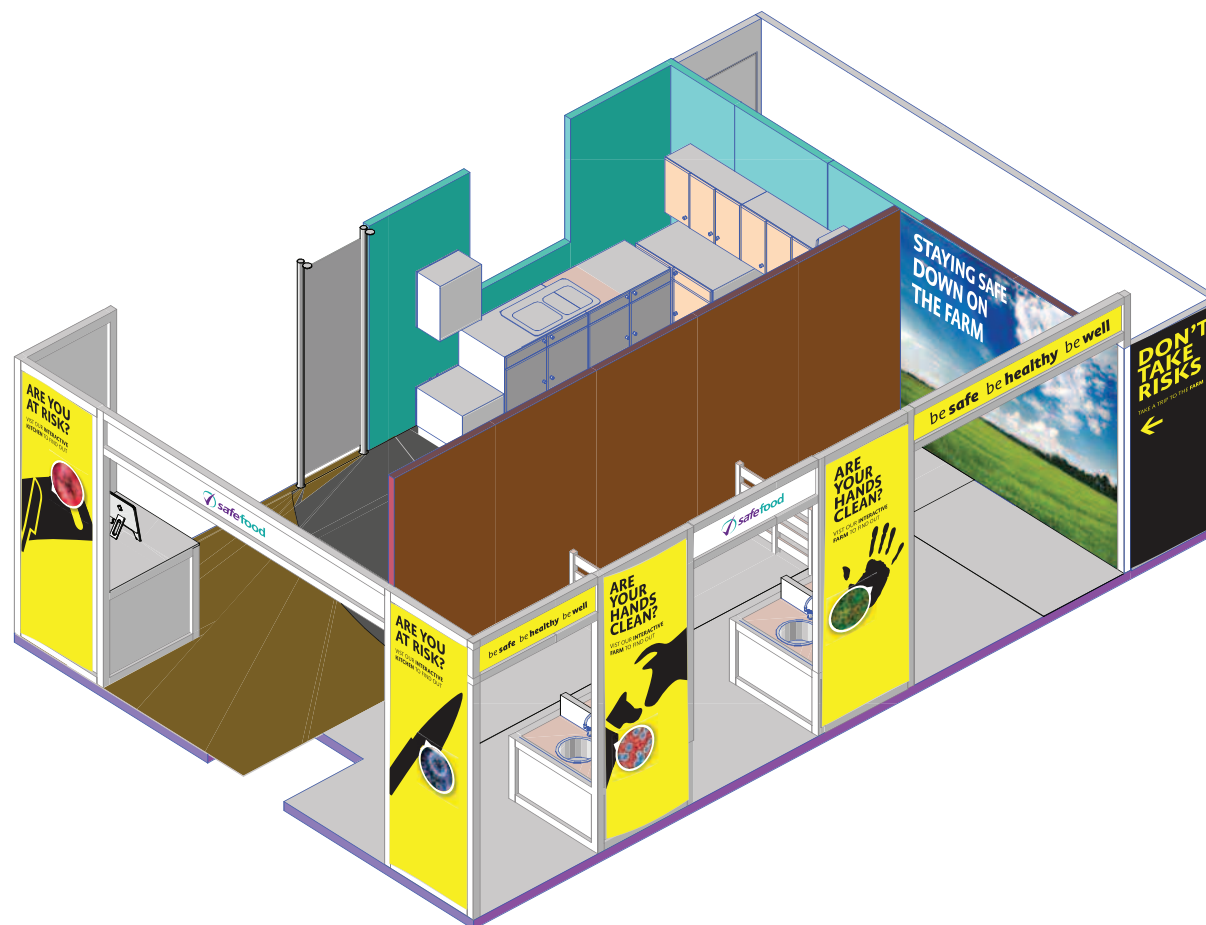


Pop-up Banner



Pop-up stand

The tagline should appear on all stands. The text can be taken out of the tab if this increases its visibility. See example below.



Exhibition stand

Promotional items

Promotional examples 31

When producing promotional material, where possible use the corporate colour version of the logo and always adhere to the clear zone and minimum size guidelines. The tagline must appear on all items unless legibility is compromised due to size.



Tee Shirt



Mug



Umbrella



Apron



Pen

Electronic files

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Letterhead word template

Letterhead word templates with text fields for address and letter are available from **safe food**.



Person's Address

Company Name

Street Address 1

Address Line 2, Address Line 2

Address Line 3, Address Line 3

Address Line 4, Address Line 4

Name of Section

Person Name Person Title

Street Address, Town, Dublin 00

Direct Tel: 01 000 0000

Fax: 01 000 0000

type in your email address here

Dear Colleague,

The template provided is for your own use. Please fill in your own contact details above
the your department section/unit, name, title, address, telephone, fax and your email address.

Thank you for your time and co-operation.

Yours sincerely

John Smith

7 Eastgate Avenue
Eastgate, Little Island
Co. Cork

7 Ascallán an Gheata Thoir
An tOileáin Beag
Co. Chorcaí

7 Aistíyett Avenue
Aistíyett, Wee Isle
Co. Cork

Tel: +353 (0)21 230 4100
Fax: +353 (0)21 230 4111
info@safe food.eu
www.safe food.eu

be safe be healthy be well

Press Release

Press release templates with text fields are available from **safe food**.



Press Release

Main heading of Press Release goes here

Blandit lorem, elit nostrud exerci minim tation vero, at delenit sciurus erat aliquam velit, iusto elit eros, consequat ullamcorper in, enim eros nulla consequatvel facilisi consectetur dui? Et ullamcorper veniam ea ad laoreet nonummy autem, dolore iriuredolAt molestie illum eu, iusto iriuredolor eu erat luptatum ullamcorper exerci dolore molestie elit nulla lobortis te.

Suscipit iusto sed dignissim exerci erat nibh, amet facilisis aliquam nisl sed commodo dolore hendrerit quis dolore ea at aliquip eros. Blandit lorem, elit nostrud exerci minim tation vero, at delenit sciurus erat aliquam velit, iusto elit eros, consequat ullamcorper in, enim eros nulla consequatvel facilisi consectetur dui? Et ullamcorper veniam ea ad laoreet nonummy autem, dolore iriuredolor nostrud molestie dui odio vel luptatum vero vulputate consequatvel vero, consectetur velit.

Augue lobortis feugait ea diam suscipit nulla esse ex at facilisi odio euismod. At molestie illum eu, iusto iriuredolor eu erat luptatum ullamcorper exerci dolore molestie elit nulla lobortis te. Suscipit iusto sed dignissim exerci erat nibh, amet facilisis aliquam nisl sed commodo dolore hendrerit quis dolore ea at aliquip eros. Blandit lorem, elit nostrud exerci minim tation vero, at delenit sciurus erat aliquam velit, iusto elit eros, consequat ullamcorper in, enim eros nulla consequatvel facilisi consectetur dui. Et ullamcorper veniam ea ad laoreet nonummy autem, dolore iriuredol.

Blandit lorem, elit nostrud exerci minim tation vero, at delenit sciurus erat aliquam velit, iusto elit eros, consequat ullamcorper in, enim eros nulla consequatvel facilisi consectetur dui? Et ullamcorper veniam ea ad laoreet nonummy autem, dolore iriuredolor eu erat luptatum ullamcorper exerci dolore molestie elit nulla lobortis te.

Suscipit iusto sed dignissim exerci erat nibh, amet facilisis aliquam nisl sed commodo dolore hendrerit quis dolore ea at aliquip eros. Blandit lorem, elit nostrud exerci minim tation vero, at delenit sciurus erat aliquam velit, iusto elit eros, consequat ullamcorper in, enim eros nulla consequatvel facilisi consectetur dui? Et ullamcorper veniam ea ad laoreet nonummy autem, dolore iriuredolor nostrud molestie dui odio vel luptatum vero vulputate consequatvel vero, consectetur velit.

Augue lobortis feugait ea diam suscipit nulla esse ex at facilisi odio euismod. At molestie illum eu, iusto iriuredolor eu erat luptatum ullamcorper exerci dolore molestie elit nulla lobortis te. Suscipit iusto sed dignissim exerci erat nibh, amet facilisis aliquam nisl sed commodo dolore hendrerit quis dolore ea at aliquip eros. Blandit lorem, elit nostrud exerci minim tation vero, at delenit sciurus erat aliquam velit, iusto elit eros, consequat ullamcorper in, enim eros nulla consequatvel facilisi consectetur dui. Et ullamcorper veniam ea ad laoreet nonummy autem, dolore iriuredol.

Suscipit iusto sed dignissim exerci erat nibh, amet facilisis aliquam nisl sed commodo dolore hendrerit quis dolore ea at aliquip eros. Blandit lorem, elit nostrud exerci minim tation vero, at delenit sciurus erat aliquam velit, iusto elit eros, consequat ullamcorper in, enim eros nulla consequatvel facilisi consectetur dui? Et ullamcorper veniam ea ad laoreet nonummy autem, dolore iriuredolor nostrud molestie dui odio vel luptatum vero vulputate consequatvel vero, consectetur velit.

7 Eastgate Avenue
Eastgate, Little Island
Co. Cork

7 Ascallán an Gheata Thoir
An tOileáin Beag
Co. Chorcaí

7 Aistíyett Avenue
Aistíyett, Wee Isle
Co. Cork

Tel: +353 (0)21 230 4100
Fax: +353 (0)21 230 4111
info@safe food.eu
www.safe food.eu

be safe be healthy be well

Heading
11pt Verdana bold

Body text
10pt Verdana regular
single spacing
aligned left

Fax word template

Fax word templates with text fields for details are available from **safefood**.



Fax

To _____

From _____

Fax No. _____

Subject _____

Pages (inc.this) _____

Date _____

Job Number _____

7 Eastgate Avenue
Eastgate, Little Island
Co. Cork

7 Ascaill an Gheata Thoir
An tOileán Beag
Co. Chorcaí

7 Aistiyett Avenue
Aistiyett, Wee Isle
Co. Cork

Tel: +353 (0)21 230 4100
Fax: +353 (0)21 230 4111
info@safefood.eu
www.safefood.eu



be safe be healthy be well

Email signature

Templates are provided for setting up an electronic signature.

First Name Surname

Job Title

safefood

Block B, Abbey Court, Lower Abbey Street, Dublin.

Tel: +353 (0)1 448 0622 **Mob:** +353 (0)86 381 1034

Fax: +353 (0)1 448 0699

www.safefood.eu **www.facebook.com/safefood.eu**

www.safefood.ning.com

Twitter: @SafeFood_eu for consumers

Twitter: @safefoodnetwork for professionals

Email signature with tagline

First Name Surname

Job Title

safefood

Block B, Abbey Court, Lower Abbey Street, Dublin.

Tel: +353 (0)1 448 0622 **Mob:** +353 (0)86 381 1034

Fax: +353 (0)1 448 0699

www.safefood.eu **www.facebook.com/safefood.eu**

www.safefood.ning.com

Twitter: @SafeFood_eu for consumers

Twitter: @safefoodnetwork for professionals



be safe be healthy be well

Powerpoint templates are available from **safe food**.



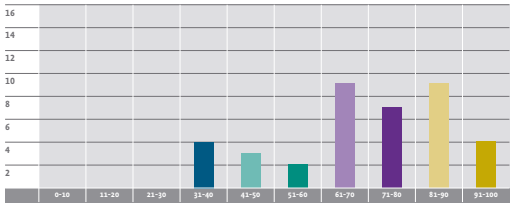
Type main title here

be safe be healthy be well

Title
44pt Verdana bold

Type main heading here

Type sub heading here



Safe Food logo

Heading
32pt Verdana bold

Sub heading
20pt Verdana regular

Type main heading here

Type sub heading here

- Type bullet point 1 here
- Type bullet point 2 here
- Type bullet point 3 here

Safe Food logo

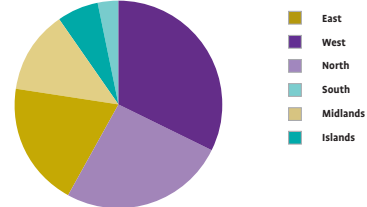
Heading
32pt Verdana bold

Sub heading
20pt Verdana regular

Bullet points
13pt Verdana regular

Type main heading here

Type sub heading here



Safe Food logo

Heading
32pt Verdana bold

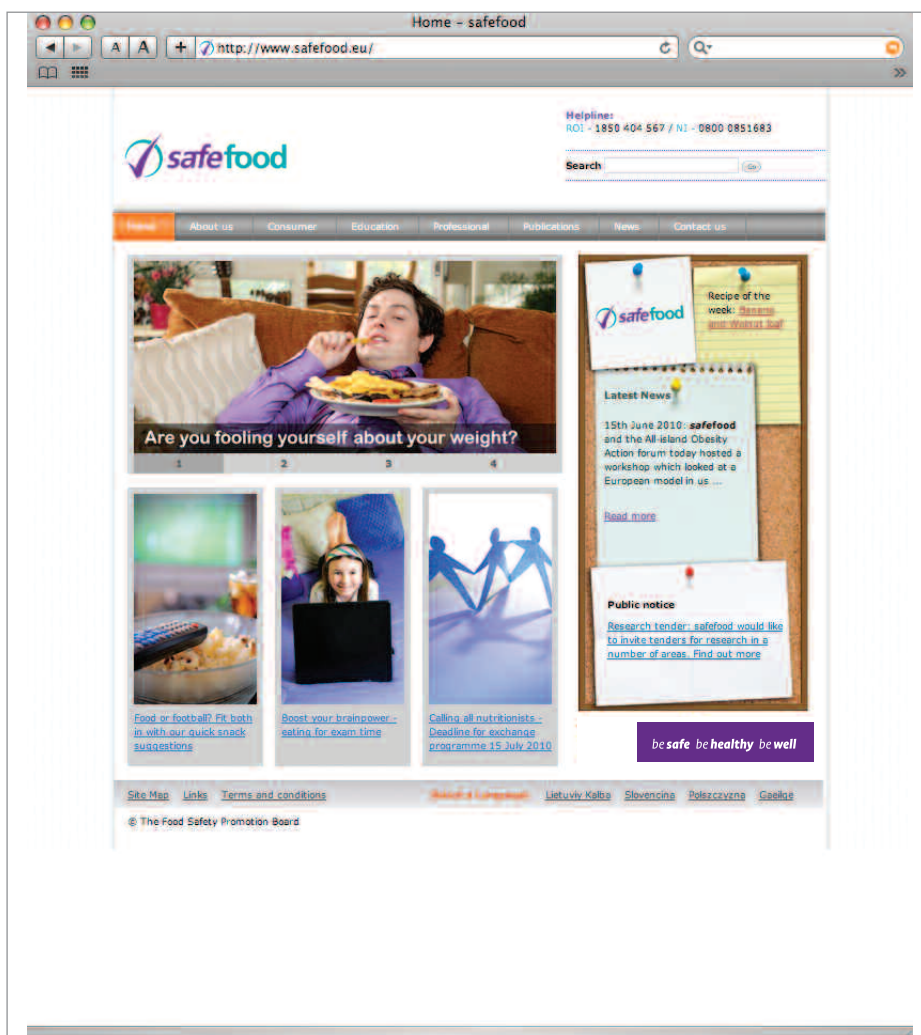
Sub heading
20pt Verdana regular

Websites

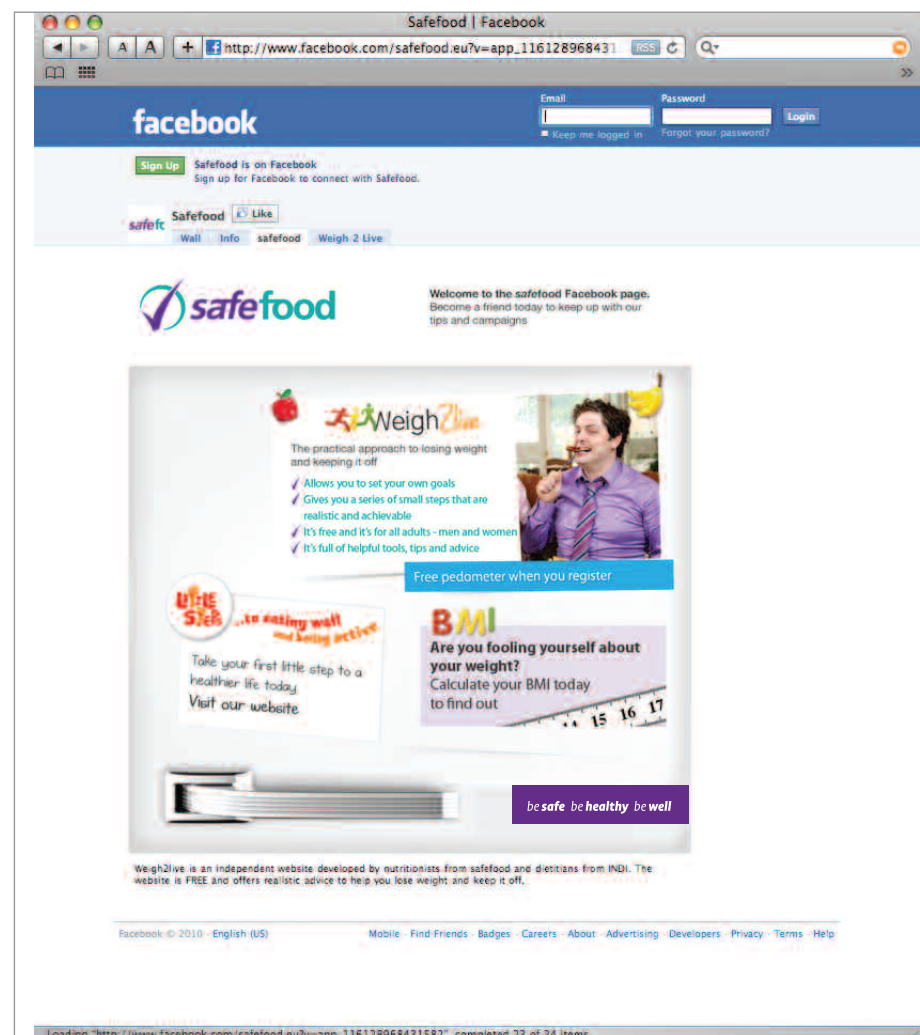
safefood website 37

Third party websites 37

The tagline should appear on the main **safefood** website as shown below.



The tagline should appear on other **safefood** web applications such as facebook and social network sites as shown below and on the following pages. Live text should apply the specifications detailed on page 8. Colours should apply the specifications detailed on pages 11 and 12.



Safefood | Facebook

http://www.facebook.com/safefood.eu?v=app_116128968431582

facebook

Email: Password: Login

Keep me logged in Forget your password?

Sign Up Safefood is on Facebook
Sign up for Facebook to connect with Safefood.

Safefood Like

Wall Info safefood Weigh 2 Live

safe food

We're here to help you think about the way you lose weight

We've created some practical tools to help you with your goal to achieve or maintain a healthy weight

Calculate your Body Mass Index (BMI) today and see if you're a healthy weight

Find out more about how to maintain a fit and healthy body

Find out your BMI now Visit the website here

be safe be healthy be well

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Loading "http://www.facebook.com/safefood.eu?v=app_116128968431582#/safefood.eu?v=app_135107576501409", completed 23 of 25 items

safefood networks

http://safefood.ning.com/7xgi=1QKtCebVmosOk1&tg_source=msg_invite

NING Create a Ning Network

Ruth Kelleher Sign Out Search safefood networks

safe food networks

NETWORKS HOME INVITE MY PAGE MEMBERS GROUPS BLOGS EVENTS PUBLICATIONS VIDEOS

Groups

- Cryptosporidium 2 members
- Listeria 2 members
- Chemical Residues 1 member
- Biotoxins 2 members
- Campylobacter 2 members
- VTEC 5 members

View All

Welcome to the *safefood* networks: Bringing together all parties interested in food safety.

Have some text here to explain all about the networks - who should join, what the objectives are, what kinds of things members can do etc.

Blog Posts

safefood calls for a "one health" approach to anti-microbial resistance in the food chain

safefood's Photostream on Flickr

Twitter

safefoodnetwork: Abstract book for the ISBNPA meeting now online
http://tinyurl.com/3Sogqiv. Big emphasis on parenting and healthy eating.

safefoodnetwork: Just a few places remaining for the up-coming Obesity Forum Meeting in Belfast June 15th
http://tinyurl.com/2q4t05g

Ruth Kelleher

Sign Out

- Inbox
- Alerts
- Friends - Invite
- Settings

Quick Add...

About

Christine Cooney created the *safefood* Networks

Create a blog network

Members

Invite More View All

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Imagery

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Illustration	43

Photography is the preferred option for imagery. Principle imagery in all publications whether consumer, scientific or corporate is to feature consumers in real-life environments and scenarios interacting with food.

The colour purple is to be incorporated into the image in a subtle way. The shade of purple and how it is used is to be determined on a project by project basis. It must not appear contrived. The people and their interaction with food are to be the main focus. The background is to be soft focus.

Principle illustration is only to be used to manage complex subject matter which cannot be communicated by use of photography or where specifically appropriate for the targeted audience. People must be incorporated into the illustration in a primary or secondary capacity.

Support imagery is to be contemporary in style and the subject matter should be easily recognised.



Principle Imagery



Principle Imagery



Principle Imagery

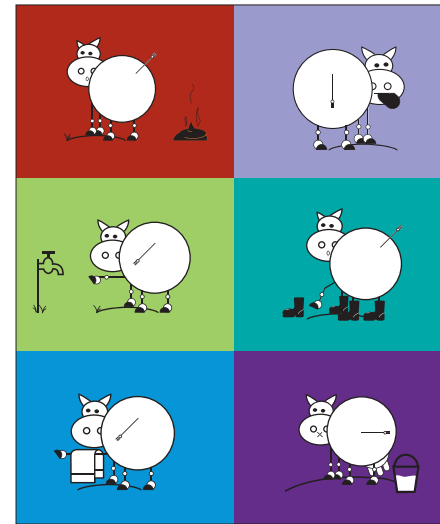


Support Imagery





Principle Illustration Style



Support Illustration Style

